In re application of MONBERG ET AL.
Serial No. 09/651,406

Listing of the Claims:

1.   (Previously presented) In a computer system, a method comprising:

maintaining location binding information associating a merchant with a plurality of listed regions, including at least one listed region in which the merchant provides service and in which the merchant does not include a physical location;

receiving a request directed to a particular region;

searching the location binding information associated with the merchant to determine if the particular region matches at least one of the listed regions, and if so, returning information regarding the merchant.

2.   (Previously presented) The method of claim 1, wherein maintaining the location binding information comprises writing an entry into a database including information about each listed region and information about the merchant.

3.   (Previously presented) The method of claim 1, further comprising returning additional information regarding the merchant.

4.   (Original) The method of claim 3, wherein the additional information comprises text.

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5.   (Original) The method of claim 3, wherein the additional information comprises a glyph.

6.   (Original) A computer-readable medium having computer-executable instructions for performing the method of claim 1.

7.   (Previously presented) The method of claim 1, wherein the plurality of listed regions comprises at least one ZIP code.

8.   (Previously presented) A computer-readable medium having stored thereon a data structure, comprising:

a first data field containing data representing information about a merchant; and

a second data field associated with the first data field and containing location binding data representing a region in which the merchant provides service and in which the merchant does not include a physical location;

such that a search request seeking a merchant that services a particular region is compared to the second data field to determine from the location binding data therein whether the merchant represented in the first data field services that particular region, and if so, at least some of the information about the merchant contained in the first data field may be returned in response to the search request.

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9.   (Previously presented) The data structure of claim 8, further

comprising a third data field, associated with the first data field, and including

additional information regarding the merchant.

10.   (Previously presented) The data structure of claim 9, wherein the

third data field comprises text that indicates that the merchant provides service to

the region but does not have a physical location in the region.

11.   (Previously presented) The data structure of claim 9, wherein the

. third data field comprises a glyph that indicates that the merchant provides

service to the region but does not have a physical location in the region.

12.   (Previously presented) A computer-readable medium having

stored thereon a data structure, comprising:

a first data field containing data representing information about a

merchant;

a second data field associated with the first data field and containing data

representing information regarding the merchant providing service to a region but

not having a physical location in the region; and

a third data field associated with the first data field and containing location

binding data representing a region in which the merchant provides service and in

which the merchant does not include a physical location;

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such that a search request seeking a merchant that services a particular

region is compared to the third data field to determine from the location binding

data therein whether the merchant represented in the first data field services that

particular region, and if so, at least some of the information about the merchant

contained in the second data field may be returned in response to the search

request.

13.   (Previously presented) The data structure of claim 12, wherein the

second data field comprises text that indicates that the merchant provides

service to the region but does not have a physical location in the region.

14.   (Previously presented) The data structure of claim 12, wherein the

second data field comprises a glyph that indicates that the merchant provides

service to the region but does not have a physical location in the region.

15.   (Original) A method in a computer system, comprising:

submitting a search query directed to businesses, the search query

including a designation of a region;

receiving a business listing in response to the search query, the business

listing being associated with a merchant that provides service to the region but

does not have a physical location in the region; and

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receiving, along with the business listing, information regarding the fact

that the merchant services the region but does not have a physical location in the

region.

16.   (Original) The method of claim 15, further comprising displaying

the information along with the business listing.

17.   (Original) The method of claim 15, wherein the information

comprises text.

18.   (Original) The method of claim 15, wherein the information

comprises text and a glyph.

19.   (Original) The method of claim 15, wherein the information

comprises a glyph.

20.   (Previously presented) A computer system comprising:

a data store for maintaining location binding information for merchants that

provide service to a region, at least one merchant having location binding

information for a region in which that merchant does not include a physical

location;

data entry tools for entering the information in the data store;

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an application programming interface for ensuring that the information is

stored with each merchant entered by the data entry tools.

21.   (Previously presented) The system of claim 20 wherein the

application programming interface includes rules that require each merchant in

the data store to be identified as one of a mobile, territorial, or delivery type of

merchant.

22.   (Previously presented) The system of claim 20 wherein the

application programming interface includes rules that specify whether each

merchant identified in the data store requires an associated glyph.

23.   (Previously presented) The system of claim 20 wherein the

application programming interface includes rules that specify whether each

merchant identified in the data store requires an associated text.

24.   (Previously presented) A computer-readable medium having

computer-executable instructions for performing the method of claim 15.

25.   (Previously presented) In a computer system, a method

comprising:

receiving a request for a merchant within a particular region;

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searching a database containing information associated with merchants

located within the region and outside the region;

returning information regarding the merchants within the region; and

returning information regarding merchants outside the region, the

information regarding merchants outside the region indicating that the merchant

provides service to the region but does not have a physical location in the region.

26.   (Previously presented) The method of claim 25 further comprising

maintaining location binding information associating a merchant outside the

region with the particular region.

27.   (Previously presented) The method of claim 26 wherein

maintaining location binding information comprises writing an entry into a

database including information about the particular region and information about

the merchant.

28.   (Previously presented) The method of claim 25 further comprising

returning a glyph associated with the information regarding each merchant

outside the region.

29.   (Previously presented) A computer-readable medium having

computer-executable instructions for performing the method of claim 25.

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